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 **Brief CV of the members of the academic staff**

1. **Name: Gihan Mostafa Kamal Elbitar**
2. **Academic Department: Public Relation & Advertising.**
3. **Academic degree: Teaching Assistant at PR & Advertising department Faculty of Mass Communication**

**4- The title of the master’s thesis, the year and the entity it was obtained from:**

M.A. degree in Communication with excellent grade entitled “The Implementation of Advertising Ethics in Advertising Practises in Egypt”, December 1997. Under the supervision of prof. Samy Abdelaziz and Assistant prof. Faten Rashad.

**5- The title of the doctoral thesis the year and the entity it was obtained from:**

Ph.D. degree in communication entitled “Advertising Practises and Consumer protection concept in Egypt”, Under the supervision of prof. Safwat Alaalem , Faculty of Mass Communication, Cairo University, Nov 2009.

**6- Courses taught in the Bachelor program:**

**Teaching courses in Arabic language at Faculty’s Arabic Department including:**

** Creativity in Advertisements Course.**

** Media Strategies Course.**

** International Advertising Course.**

** Social Marketing Course.**

** Writing for Advertising course.**

** International Advertising Course.**

** Sales Promotion Activities Course.**

** Introduction to Marketing Course.**

** Informative Translation course.**

** Mass Communication studies, in foreign**

 **Language for native Arabic speakers;**

 **English language …**

** Planning Advertising Campaigns course.**

** Media Laws & Regulations.**

** Advertising Laws & Regulations.**

** Public Opinion course (Post Graduate**

 **level).**

**Introduction to Mass Communication Theories**

**Teaching courses in Arabic language at:**

**o IMC: Integrated Marketing**

**Communication.**

**o Mass Communication Course**

**o Creativity in Advertising.**

** Introduction to Marketing Course.**

** Informative Translation course.**

**o Consumer Behaviour Course.**

**o Media Campaigns course.**

**7- The most important reference books issued to you benefiting from your academic research (no more than five books)**

**8- The five most recent academic researches that have been published:**

**9- The five most recent researches (Masters and Ph.D.) that I supervised:**

**10- The activities carried out in the faculty (other than teaching) and contribute to developing the educational process and serving students:**

**Member of the Quality Assurance unit @ faculty of Mass Communication, Cairo University (2012 -2016)**

** Member of Several NGO’S for Consumer Protection in Egypt,**

**2006 -2016**

** Chancellor for Egyptian Consumer Protection Agency (C P A),**

**2008 -2009**

** Member of the committee for International &foreign affairs, Faculty of Mass Communication, Cairo University.**

** Editor for several Articles in Egyptian journals, On the Consumer Protection, Advertising & Society and advertising regulations topics.**

**11- The most important leading positions that have been held:**

**12- The most important local and international awards obtained, the year when awarded and the entity awarded them:**

**Contact means:**

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